

DDS&T-492-85
17 June 1985

MEMORANDUM FOR: Deputy Director for Science and Technology

VIA:

[REDACTED]
Chief, Career Development Staff, DS&T

FROM:

[REDACTED]
Career Development Staff, DS&T

SUBJECT: DS&T Brochure - Status

1. We have asked the agency of [REDACTED] to produce a brochure on the DS&T, for recruitment and other public relations uses. At a recent meeting with [REDACTED] we provided information on the Directorate, compiled by the various offices. We also discussed items to be included, emphasized, and avoided in the brochure. There were no major points of disagreement. I am confident that we will produce a very effective publication.

2. The cost of the [REDACTED] services will be borne by the Office of Personnel, which has a contract with the firm. I have been assured by [REDACTED] OP/RD, that sufficient funds remain to cover the [REDACTED] billing. Printing of the brochure will be done internally by OL/P&PD. A minor cost may be a few hours of consultation with [REDACTED] he can provide both historical input to the draft and a critical review based on his contact (as a lecturer) with college students.

3. A primary focus of the brochure will be on technology, particularly, within security restraints, on state-of-the-art equipment. We feel that real life photographs have a greater impact than stock photos, would give readers a more personal look at the Agency, and would better market our facilities and equipment. [REDACTED] agrees; in his opinion photography is the key to the success of the brochure. We are working with [REDACTED] to gain security approval for specific on-site photos.

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STAT 4. Within the next week, a representative from each Office will meet with [] to provide him with additional data. This should be sufficient information for preparation of a draft. After our initial review, we shall ask for comments from Directorate Offices and some outside sources, such as recruitment officers, who have frequent contact with the target group. Following your release of a final draft, the Offices of Public Affairs, Security, and Personnel will provide a review and the brochure is ready for publication. The process should take about three months.



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